

## Success Story of Nongthonbam Malasana Leima

### Profile of the Farmer- “Value Addition of Fruits”



Name:	Nongthonbam Malasana Leima		
W/O:	Nongthombam Rosan Luwang		
Address:	Keirak Mayai Leikai		
Age:	35 years	Mobile:	8787772969
Education:	Graduate	Adhar no :	486884698656
Occupation:	Housewife		

#### About the enterprise/ Background information

Smt , **Nongthonbam Malasana Leima** from Keirak Leikai, Mayai , Kakching district Manipur is an innovator and progressive farmer. She has a kin interest in processing thereby started her farming activities with her limited resources without much knowledge of agriculture. The result was not at all satisfactory due to lack of scientific processing technologies. Thereafter to increase yield and return from her processing unit she started Value addition of seasonal fruits after consultation with KVK .The raw materials were collected from other neighboring villages for process.

The fresh fruits such as mango ,amla ,pineapple,Gauva and other minor fruits are also used to produced several by-products such as amla candy, pineapple pickles, dry salted guava cheese etc. The local growers came to deliver the fresh fruits at her farm. About 30000 to 40000 kg of fresh are being processed and value added during the peak seasons. The main income is generated from osmo dehydrated candy.

#### KVK intervention

**Different Training programmes on Processing and value addition of seasonal fruits were conducted.** Method demonstration on application of blanching as a pre-treatment before osmotic dehydration to prevent discoloration and off flavor development and microbial growth was conducted. As osmotic dehydration has been recognized as a good pre-treatment prior to regular drying she opted to produce osmotic dehydration fruit slices/candy instead of normal drying. KVK personnel attended her farm from time to time and gave suggestion about the technology to improve the quality of the product.

#### Economic analysis

The below table shows the cost-benefit of the enterprise.

Components	Cost (Rs.)
Fruits (5000 kg @ Rs. 20/kg)	100000.00
Sugar (35 bags @ Rs. 2500/bag)	87500.00
Spices	12500.00
Packaging and labelling	45356.00
Miscellaneous	1500.00
Total Cost	306856.00
Gross return	460280.00
Net Return	153424.00
B:C Ratio	1.50

### Marketing

The marketing of candy and pickles were done throughout the state. She used to help many students residing in various parts of the state by making them her distributors which made them earning in their free time. She has been producing her own product under brand name “Leimarembi Foods” with *fssai* registration no. 21622015000215 along with Udhyaam registration no 100001077 during the year 2022. Recently she started marketing of local Puff sorghum as a new product to the local markets.

### Benefits, outcome and impact

The venture of N Malasana Leima could earn a profit of Rs. 153424 quarterly from her candy products and pickles items. Moreover she also giving employment opportunities to rural youths and farm womens. .As a part of skill development she has successfully completed Training programme Organised by BIRAC Regional Techno Entrepreneurship Promotion Centre ,KIIT-T I, Bhubaneswar. After establishing her unit she also formed a Shelf Help Group (Chaokhat Khongthang SHG) of her local area consisting 12 female members under the guidance of Maipur State Rural Livelihood Mission and got a grant amount of RS 35,000/- only in the year 20222 and Rs 1.5 lakh for the year 2023.After seeing her success The Planning Department under START UP Programme she GOT a sum of Rs 3,00000/- with a subsidy amount of Rs 90,000/-for the year 2023.

### Horizontal spread within the social system

This technology is being spread to other farmers of the district as well as other district. During the last year she formed a Village level federation consisting of 156 members of SHGs to upgrade her enterprise and also to generate income from processing and value addition of fruits. Her products are uploaded during the SARAS Mela ,2022 in Y outube link <https://youtube/u tube /mgaSSgisal0>.

		
<p>Attending training prog on campus</p>	<p>Processing of pickles</p>	<p>Preparation of Gauva cheese</p>
		
<p>Processing of fruits with SHG members.</p>	<p>Packed products</p>	<p>Packaging of the products</p>
		
<p>Participation in two days Workshop cum Training programme on Millets, Department of Agriculture ,Manipur on 23<sup>rd</sup> to 24 January ,2024</p>	<p>Participation in 16<sup>th</sup> 10 days SARAS MELA,2022 at Imphal.</p>	<p>Visit by Chief Minister, Manipur</p>



Receiving certificate for attending trg	Receiving certificate for attending training programme	Along with the Village level federation members
 <p>The image shows two women in sarees standing in front of a banner. The banner reads: 'Strengthening Skills of Women Entrepreneurs', 'One Day Skill Development Program', 'Processing and Value Addition', 'In collaboration with NISRA Foods', 'To provide a women skill scheme and opportunities available to women entrepreneurs', 'Skill Training in Food Processing and Packaging', 'Baram, Kachhing District'. One woman is holding a certificate.</p>	 <p>The image shows a training session. A man in a light blue shirt is presenting at a table. A woman in a green sari is receiving a certificate. The table is covered with various food products. The background banner reads: '3 DAYS TRAINING PROGRAM ON PROCESSING &amp; VALUE ADDITION OF', 'Date: 10-18 August, 2022', 'Venue: KVK, Thoubal', 'SPONSORED BY:', 'COLLEGE OF TECHNOLOGY, CENTRAL HORTICULTURE UNIVERSITY, KACHHING DISTRICT, TRIPURA', 'VIGYAN KENDRA, THOUBAL'.</p>	 <p>The image shows a group of women in red and white saris standing in a line outdoors. They are holding a banner that reads: 'ONE DAY SOCIAL MOBILIZATION CAMPAIGN', 'Venue: Kachhing District', 'Organized by:', 'BLOCK NUTRITION MANAGEMENT UNIT', 'Kachhing District, Assam', 'Support from: District Nutrition Management Unit, Kachhing District, Assam', 'Date: 10/08/2022'.</p>

